



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.09

Voluntary Report - Public distribution

**Date:** 2/13/2009

**GAIN Report Number:** JA9504

## Japan

### Market Development Report

### Success Story – National Supermarket Showcases American Food

**2009**

**Approved by:**

Michael Conlon, Director  
Agricultural Trade Office, U.S. Embassy, Tokyo

**Prepared by:**

Masayuki Otsuka, Agricultural Marketing Specialist

---

**Report Highlights:**

FAS Japan and several U.S. agricultural cooperators are developing American food promotions with major national supermarket chains in Japan, showcasing the United States as the most dynamic food culture in the world. This report highlights the extremely successful three day-long American Food Fair at Japan's large-scale supermarket chain Daiei and its subsidiary Gourmet City. The event, held from July 19-21, 2008, took place at a total of 360 outlets throughout Japan and resulted in sales of \$2.5 million in U.S. food products.

---

Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Tokyo ATO [JA2]  
[JA]

## Table of Contents

<b>Executive Summary .....</b>	<b>3</b>
News flyer: .....	3
Results of the Daiei American Fair .....	4
Snap Shot 1: Opening Event at Daiei Nikke Colton Plaza in Tokyo .....	5
Snap Shot 2: Promoting American Food Sales .....	5
ATO's Role: Keys to Success .....	6

## Executive Summary

FAS Japan, led by the Agricultural Trade Office (ATO), is creating a new era of market development in Japan, in which we show the face of American agriculture to the Japanese consumer and food trade by educating them on the reliability, safety and high quality of American food products and by showcasing the United States as the most dynamic food culture in the world. The activities of the campaign also provide a platform for the cooperators to work together to complement their individual work to market U.S. food and agricultural products in Japan.

The ATO and several U.S. agricultural cooperators are developing American food promotions with major national supermarket chains in Japan. FAS Japan is working with Daiei, the third largest supermarket in Japan, to hold an American Fair food promotion on an annual basis. The first American Fair was held from July 19-21, 2008, at a total of 360 outlets throughout Japan and resulted in sales of US\$2.5 million in U.S. food products. Strong relationship building with Daiei helped the ATO coordinate this successful event, which was the first American Fair held by Daiei in 12 years.

Two hundred American food items were sold at all of Daiei's 360 outlets throughout the country. These items included beef, pork, Alaskan seafood, California fresh produce, Northwest cherries, dry fruits, a variety of snack and processed foods, wine, beer and soft drinks, as highlighted in the following news flyer.

### News flyer:

A total of 4.6 million copies of a news flyer with an introduction from Michael Conlon, the Director of ATO Japan (upper right hand corner), were printed and distributed throughout Japan.



The cooperators and import agents who participated in the event were very pleased with the results, which led to sales of U.S.\$ 2.5 million U.S. food and beverage products during the three day-long promotion.

### Results of the Daiei American Fair

Products	Related cooperators/ food items	State of Origin	Sales amount US\$
Beef, pork & chicken	U.S. Meat Export Federation, U.S. Poultry & Egg Export Council	NE, IA, KS, NC	740,000
Fresh produce: Broccoli, cherries, grapefruits, citrus	Western Growers Association, Northwest Cherry Growers, Sunkist Pacific	CA, OR, WA, TX, NM, AZ,	460,000
Seafood: Alaskan salmon, sablefish	Alaska Seafood Marketing Institute	AK	430,000
Perishables	Ice cream, hotdogs, frozen berries/potatoes, cheesecake	CA, ME, OR, ID	270,000
Grocery items	Soft drinks, potato chips, dry fruits, wine, mineral water	CA, WI WA,GA,	280,000
Prepared food, cooked home meal	Fried chicken, pork cutlet lunch boxes, mixed salads	CA, NC, AZ, MN	320,000
Total	The total number of U.S. food products: 200		2,500,000

A number of products sold particularly well including various cuts of beef and pork, sliced salmon and prepared meals using U.S. food products, such as pork cutlets with cooked rice, fried chicken and packaged salad.

The ATO also supported the promotion by participating at the opening event at a major Daiei outlet in Tokyo. The Deputy Director of ATO Tokyo spoke at the event along with the President of Daiei.

## Snap Shot 1: Opening Event at Daiei Nikke Colton Plaza in Tokyo



A Japanese chef prepares American meat, seafood and vegetables before a jam-packed audience.



Mr. Toru Nishimi, President of Daiei and Ms. Deanna Ayala, ATO Deputy Director comment on American food culture and U.S. food products during the cooking demonstration.

## Snap Shot 2: Promoting American Food Sales



A sales woman offers samples of U.S. citrus and fruit to customers.



The vegetable section at a Daiei store developed for the American Fair.



In the meat section a sign reads "Now showing: How to grill tasty U.S. beef."



A U.S. beverage display at a major Daiei outlet in Ichikawa.



Another opening ceremony was held at a Daiei supermarket in Nagoya on July 19, and the Commercial Attaché at the U.S. Consulate in Nagoya gave the opening address. He also offered U.S. beef samples to customers at the store.

**ATO's Role: Keys to Success**

- ✓ The ATO has built a long-term relationship with executives from Daiei, Japan's third largest supermarket in Japan, and helped them develop an American food fair.
- ✓ Along with Daiei, the ATO partnered with a number of U.S. trade associations in developing and organizing the event.
- ✓ The ATO organized business meetings for U.S. cooperators and importers with Daiei purchasers, which facilitated the relationship building.
- ✓ During the American Fair, consumers had an opportunity to learn about food safety standards in the United States, a positive message that reassured health conscious Japanese consumers.